

THE SOUTHERN INDICATOR  
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Columbia, S. C., Phone 7637.

J. A. ROACH, Editor-Publisher  
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Subscription In Advance  
One Year.....\$1.50  
Six Months......90  
Advertising Rates made known on  
Application

Entered at the Post Office, Colum-  
bia, S. C., as second class matter.

Advertising Rates.  
Regular rates, per inch.....50  
Cards of Thanks.....\$1.00 up  
Reading Notices.....\$1.00 up  
Obituaries, Resolutions, etc., \$1.00 up  
Marriages.....\$2.00 up  
If a collector fails to call on you  
bring or send your dues to the office,  
1505 Taylor street. We need the money  
to keep the paper going.

Saturday, Dec. 17, 1921.

Reading colored journals is all  
right and just what every colored  
person should do; but paying for  
them is of just as much importance  
at least to the publishers.

The epidemic of giving is near at  
hand and some of these folks here-  
abouts are shuddering at the pros-  
pect. \$1.25 will send The Indicator to  
a relative or friend for a year and  
serve as a weekly reminder of the  
giver. Nothing more appropriate at  
the price.

Every body knows it costs much  
money to run business, but some  
people seem to think that the longer  
they wait to pay bills the better will  
the business thrive.

Promises are alright if they are  
kept but not if not kept. This is a  
fact that many don't seem to real-  
ize or appreciate; for they pay  
little or no attention to promises.  
For that reason more of them  
bear hard names and rightly so.

The president of Morris College  
Sumter, S. C., has arranged with the  
editor of The Indicator to let the  
public know of the doings of that  
great institution through its columns.  
Morris College is the pride of the  
baptist brotherhood of South  
Carolina and certainly the brother-  
hood will delight to read of the do-  
ings at and around their school each  
week. A fine forward-step which  
President Starks has made.

The Indicator welcomes Dr. J. C.  
White back on the "firing line" as  
editor of The Peoples Recorder.  
While The Recorder is one of the old-  
est papers in the State and has done  
its share of the great work of keep-  
ing our people abreast of the times  
as well as holding up the light of  
hope to us, while others would  
turn to us the dark side of the pic-  
ture as it pertains to our group,  
there is still much work for The Re-  
corder to do along with the rest of  
the poorly appreciated papers,  
and The Indicator welcomes  
Dr. White's return to help in this  
great task.

As a writer and thinker, Dr.  
White has but few equals, therefore,  
we bespeak for The Recorder's edi-  
torials that will broaden its field of use-  
fulness; for the thinking minds  
really look to the editorial columns  
of all papers for independent  
thoughts and opinions.

Victory Bank Christmas Club.  
The time of the year when much  
money is spent, and that too very  
needlessly spent, is about here.  
Thousands of dollars will soon be  
coming into the hands of our peo-  
ple from Christmas Club savings  
through various banks in this city.  
This reminds us that it is a duty of  
ours to remind our thousands of  
reader that The Victory Savings  
Bank will open up its Christmas  
Clubs for 1922 next Tuesday and  
the officers and directors are hop-  
ing that thousands will open clubs  
with them. This is a duty to which  
each of us should conform and pre-  
form.

The Victory Savings Bank will  
give the same financial protection  
and appreciate more their Christmas  
Club deposits than others.

It has not been the privilege of col-  
ored Columbians in former years to  
have a bank of their own, it is  
theirs now and they should show  
their appreciation by opening up  
their accounts there next Tuesday.

The present location of the bank is  
1012 Washington Street. After  
January 1st, it will be 1107 Wash-  
ington St., in the Jenkins' Building.

Start an account for the baby and  
the rest of the children next Tuesday  
in your own bank. You owe it to  
yourself, you owe it to your children,  
you owe it to the bank.

REV. M. G. JOHNSON.

In the sudden passing away on  
the 8th, of Rev. M. G. Johnson,  
moved away one of Columbia's old-

est, most dependable, and upright  
citizens. Rev. Johnson was indeed  
a great man and did many great  
things in his day. We knew Rev.  
Johnson intimately for several  
years. He was always a quiet un-  
assuming Christian gentleman. In  
business he was as true to his prom-  
ises as the earth is to its orbit, that  
is, if it was possible for him to  
keep his promise, and if he could  
not we could always depend upon  
him for a satisfactory statement at  
that time, giving reasons why. He  
knew that was the honest way to  
do business and so governed himself.

Just the day before his death he  
called at our office with a notice to  
be published of his free service to  
the prisoners at the penitentiary  
the Sunday following with the  
statement that his previous services  
at the prison had helped the  
prisoners and he wanted to keep it  
up. Just before leaving us, he in-  
quired whether he owed us anything  
for The Indicator. We assured him  
that he owed us nothing and that if  
all of our subscribers paid up as  
promptly as did he, The Indicator  
would be in better shape and a bet-  
ter paper. Said he, "Well if I owe  
you anything I want to pay up."  
With this he left us, but little did  
we think that that was his last  
visit to our office.

Rev. Johnson's 44 years pastorate  
at Ladson Presbyterian Church,  
his first and only pastorate, is evi-  
dence enough that he was a great  
and good man.

Be it also said that he and his  
devoted wife have reared up one of  
the best families of devoted upright  
and christian young men and women  
to be found anywhere.

During our several years sojourn  
in this city we have not heard  
naught against a single one that  
would cause father and mother to  
be ashamed. This in itself is re-  
markable indeed.

A great man has fallen in  
Israel but his good works shall  
live on.

Our New Linotype

With a good deal of satisfaction  
the editor of the Indicator announces  
the installation of a new Linotype.  
This mechanical marvel qualifies us  
to serve efficiently the large num-  
ber of persons who look to our pub-  
lication for enlightenment and en-  
tertainment and who patronize our  
job-printing department.

The rapidly increasing circulation  
of The Indicator, together with our  
desire to place at the command of  
our advertisers and others the high-  
est grade of typography, induced us  
to secure a fine composing machine  
for the quick and accurate and  
pleasing presentation of the news of  
the day, and the production of su-  
perior job work.

Our new Linotype enables us to  
set by machine many forms of com-  
position that previously necessitated  
tedious work by hand. Our plant is  
now capable of turning out com-  
position consisting of correct type  
faces in many different sizes, and  
the change from one size to another  
is made very quickly. At a high  
rate of speed the versatile operator  
---whose hand is made famous by  
the Mergenthaler Linotype Company  
as "the hand that keeps the world  
informed"--produces line after line  
of the sort of composition desired.

This installation is a testimonial  
to the prosperity of Columbia and  
vicinity. And that the good people  
of the community are duly apprecia-  
tive of our efforts to serve them in  
all departments of the printing  
business is manifested by the  
many compliments received from in-  
dividual patrons since the arrival of  
our new machine.

The accompanying illustration will  
give our readers some idea of the  
marvelous mechanism of the Linotype,  
a composing machine on which are  
assembled matrices (or little brass  
molds) and lines of type cast---  
lines such as you are now reading.

Besides enabling the operator to  
set various faces and sizes of type,  
our new Linotype makes it possible  
for to produce the rules and  
dashes and borders which are used in  
various advertisements in each  
issue of our publication. When  
employed in the composing of  
advertisements newspaper head-  
ings, booklets, catalogs, and  
various other kinds of printed matter  
our new machine enables one op-  
erator to set in the same time more  
type than ordinarily could be pro-  
duced by five or six men or women  
doing the work by hand---and the  
composition is incomparably better.

While for a long time we have re-  
ceived the patronage of a host of  
subscribers, advertisers, and print-  
ing buyers in general, we look for-  
ward to the handling of an even  
greater volume of business now  
that we are so well qualified to ren-  
der the sort of service most to be de-  
sired.

It has been our aim to present the  
news of the day without fear or fa-  
vor, and to reflect faithfully the  
ideals and ambitions of our constitu-  
ents; and we shall continue to devote

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your home.

If you can't visit them this Christmas, send them your photo-  
graph. Let them see how you are getting along. Call at our STUDIO  
and let us do that work for you.

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R. S. ROBERTS, Photographer

our talents and resources to the ful-  
filling of this aim. And of great  
help to us in the carrying out  
of our purpose will be our new Lino-  
type.

FIRE IN SENECA.

A long distance message from  
Seneca Thursday morning, informed  
Mrs. J. A. Roach, that her mother,  
Mrs. Lena Williams, lost her house  
and all its contents by fire. The  
message did not say how the fire  
originated but that it was a com-  
plete loss with but little if any  
insurance.

REV. GREENE GOES  
TO ANDERSON.

The South Carolina Conference of  
the M. E. Church met in An-  
derson last week and at that meet-  
ing Rev. J. F. Greene, D. D., who  
has been stationed here as pastor  
of Wesley M. E. Church for the last  
three years was sent to Anderson to  
take charge there.

Since coming to the city three  
years ago, Dr. Greene has made a  
host of friends, and is not only  
loved by the congregation of Wes-  
ley who loath to give him up but  
among the other denominations as  
well.

Along with Rev. Greene to  
share the love that is bestowed  
upon him is his wife, Mrs. Greene  
who also has endeared herself to  
all who know her with her sweet  
disposition.

We hate to see them leave but  
Rev. Greene has been appointed to  
a larger field in which to work.  
The Indicator wishes for him un-  
limited success in his new field of  
labor.

## DOES Life Insurance Pay

?

Ask your banker,  
your physician,  
your pastor and  
your undertaker.

They all insure heavily. Can  
they be mistaken?

By no means allow THIS poli-  
cy to lapse. Pay your premi-  
ums if you have to let some-  
thing else go unpaid for.

Life is so uncertain you can-  
not tell when YOUR sum-  
mons will come

Keep Your Premiums  
Paid In Full

Watch, Pray, Pay!

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ANCE CO.

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ing scalp, try a box of EXELENTO QUININE POMADE.

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